

GOALS AND OBJECTIVES

Writing goals and objectives can be confusing. In part, this is the result of different agencies having different requirements and using different terms for basically the same information. You must present goals and objectives the way the funder wishes to see them.

Below is a traditional way of looking at goals and objectives.

Goal = a long-range benefit(s); Goals flow from the statement of need.

Objectives = what you expect to happen (the criteria by which you measure whether you have been effective). There are two kinds:

- **outcome objective = expected results of the activities of the program that will enable it to reach its goals.**
- **process objective = the completion of tasks to help reach the goal. It does not show a result.**

EXAMPLE:

Goal: To increase public safety.

Outcome Objective: By June 30, 2004, the number of weekend traffic accidents at red light enforcement intersections will decrease by 5%, from 20 (year ending June 2002) to 19.

Process Objective: By June 30, 2004, 500 red light citations will be issued.

Goals and outcome objectives work to **increase the good and decrease the bad** and must be worded that way. Notice that the **outcome objective has a result** - at the end of the program, accidents will be reduced. This objective shows a benefit. The **process objective** does not show a benefit to participants. It **measures a delivery of service**. Both are important.

In order to measure program success, a **baseline** is needed for comparison.

A Fill-in-the-Blank Hint for Writing Basic Objectives

Outcome Objective:

To (insert increase or decrease/reduce) the (insert a noun [a thing]) by (insert number) % from (insert a number) to (insert a number) by (insert a date). Words may be reordered. *Ex. To decrease truancy days of Podunk High School seniors by 10% from 1,200 to 1080 by the end of the 2006 school year.*

Process Objective (aka Performance Measure or Output):

(Insert a number) + (insert a noun) + (insert an action word) + (insert a date). *Ex. 30 volunteers will be recruited by September 30, 2006.*